

**Care and Share Food Bank**

**Marketing and Communications Plan**

**2008 – 2012**

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# **Addendum — Priority MarComm Action Steps**

## **Recruit a MarComm Advisory Board**

### **Assess and Redefine Publications and Collateral —**

- Brainstorm best targeted audiences
- Audit current publications and collateral
- Redefine all publications and collateral to match best audiences
- Develop statement of purpose and editorial standards checklist for each
- Rewrite collateral as necessary to reflect new messaging and brand

### **Create new Visuals for Better Branding**

- Develop an organizational Tag Line
- Solicit bids and/or in-kind for creative design
- Create new logo
- New complementary, unified design for all publications and collateral

### **Identify, interview, photograph, and write 5 compelling, diverse profile stories annually of:**

- Partner agencies
  - Clients
  - Corporate/business supporters
  - Donors
  - Volunteers
- (25 total annually)

### **Create an annual advertising and publicity plan:**

- Push completion of KKTV promo spots or PSA
- Solicit in-kind donation of one- or two-year creative ad campaign
- Research best advertising mediums; explore untapped venues
- Strategize ad buys for the year as well as donated space
- Write and distribute generic radio PSA
- Map out topics for news release, schedule for year
- Identify 2-3 topics for op-ed thru year, schedule writing and submission
- Identify target rural communities; contact agency reps; meet with local media; feed news/PSA's, nurture relationship
- Chart all of above on Gantt-style matrix for easy reference

## **Redesign, rewrite and rebuild Web site**

## **Hire or recruit in-kind services of professional photographer**

## **Recruit staff for photography; train**

## **Develop process of vetting all written communications pieces from all units through MarComm; explain to all staff**

## **Identify community organizations for building public relations and support**

Set annual goals; match staff to organizations

## **Write boilerplate Care and Share speech; train upper level staff in presenting**

## **Recruit and Train Speakers Bureau**

**Research and strategize best targets for C/S presentations, ask, and create annual schedule**

**Research and determine a Care and Share signage program for 400 agency partners; order; implement**

**Work with Program and Events staff to brainstorm an annual agency event**

**Develop a Corporate Relations plan:**

- Research and analyze data on current supporters
- Survey or meet with current supporters for their input
- Develop a prospect list for a) sponsorships and b) cause-related marketing
- Strategize actions for soliciting sponsorships and partnerships

**Work with Development staff to mine donor data** to reveal giving patterns, demographics, and other information to create better understanding of that audience (ongoing)

**Poll staff on needs and wish lists and develop job descriptions for administrative volunteers and student interns;** distribute, post, advertise for those positions